

# VOGEL BROTHERS 8TH AVE. COR. 42ND ST.



**AN UNHEARD OF EVENT**  
**LADIES' TAILOR-MADE WINTER JACKETS TO ORDER AT \$11.75**  
**A Startling Offer—**

The Opening of Our New Ladies' Jacket Dep't.

A THUNDER-BOLT FROM A CLEAR SKY could not cause greater surprise than the above announcement, at first it seems incredulous,—nevertheless it is true.

Commencing at 9 o'clock to-morrow (Monday) morning we will take orders for 1,000 Ladies' Winter Jackets—made to order at \$11.75—our staff of men expert cutters will be ready to take your measurement—an army of skilled tailors will be at your command—assuring you in point of style, fit and fabric the equal of if not the superior to any coat costing \$20.00. Every detail of the garment will be constructed in our own workrooms—thereby guaranteeing a production of excellent proportions.

The fabrics displayed are tripled milled Kerseys, Meltons, Cheviots and Moullies, in Castor, Black, Tan and Royal Blue—the linings are pure silk or satin, in colors to match the fabrics—the sewings, pure dye silk—Velvet or Cloth Collar.

Considering the quality and price—and the limited quantity of fabrics—you will see the necessity of placing your order early so as to avoid disappointment.

Extraordinary Waist Offer.

45 doz. Ladies' Fine Flannel Waists—elegantly made—trimmed with small gilt buttons—in the new shades of Tan—Royal Blue—Black—Golf Red—and Gray—splendid value at \$3.50—special at..... **\$1.95**

225 Ladies' Tailor-made Separate Skirts—made with the latest style Full Habit Back—in the new Gray and Oxford shades of Homespun; good value at \$5.00; special at..... **\$3.95**

**Vogel Brothers**  
 8th Ave. Cor. 42nd St.

We Prepay Express on All Purchases Over \$5.00 to Within 100 Miles of N. York.

NOTE.  
 Send for New Fall Catalogue. Mailed Free.

## More Nourishing Than Beef



**FOR BREAKFAST WITHOUT COOKING.**

Take the rice from the package, put on just enough salt to season it, then pour on only enough boiling water to cover the flakes.

Let it stand a second, until the flakes soften; if the flakes have not absorbed all the water, pour the water off, then serve with milk and sugar.

DO NOT STIR the rice, as it breaks the flakes and spoils the flavor. NO COOKING WHATSOEVER.

"GOOD FOR BABY TOO."

## Healthiest Food on Earth

### Carpets are moving

rapidly here. The Fall patterns are the most attractive we ever turned out; and there are no better profits to pay. Some Carpet, just as good but not so new, are being cleared at these exceptionally low prices:

Worsted Velvets, \$1.10 regular, at 75c.  
 Extra Velvets, 1.25 regular, at 85c.  
 Best Bodv Brussels, 1.25 regular, at 77½c.  
 Axminster, 1.00 regular, at 67½c.  
 All Wool Ingrains, 65c. regular, at 47½c.

Enough for a room; of most patterns more. Bring sizes.

Carpet Rugs, all sizes and qualities, about one-third less than regular prices.

**JOHN & JAMES DOBSON,**  
 2 East 14th Street, Corner Fifth Avenue.

### FLOOR OIL.

Best laying, safe, durable, odorless. A real bottle blend, superior to any at the price. Five gallon can, \$2.50; four-gallon, \$2.35; three-gallon, \$2.10; two-gallon, \$1.40; one-gallon, 75 cents; delivered.

Wax Polish for floors, 60c. per lb.; Wax Powder for floors, 50c. per lb.; Wax Brushes \$2.50. Patent reversible Sweeping Brush for floors, 12 inches wide, \$1.00; 18 inches wide, \$1.50; 24 inches wide, \$2.00. Order by mail or call and see us.

INTERNATIONAL OIL WORKS  
 65 Gold St., New York. Established 1880.

### Publications.

JUST OUT.

**NEW MOTHER GOOSE.**

WITH 250 PICTURES BY

At All Book Counters.

LIPPINCOTT CO., Philadelphia.

## The Growth of Sunday Journal "Want" Ads.

Makes it necessary to get copy of advertisements to the Journal as early as possible on Saturday for the Sunday Journal, or advertisements cannot be guaranteed regular classification.

## THE SUNDAY JOURNAL

Prints 150,000 more papers than its nearest competitor.

**YOUR FORTUNE!**  
 FRIENDS: Why place your confidence in and send money to friends who send in return nothing but a printed, so-called horoscope of your life? To prove the verities of our Astrological System I will send you a letter, typewritten, personal delineation of your entire life, if you will send me your personal attention.  
 Address: ASTROLOGER,  
 Lock Box, 403 B, Philadelphia, Pa.

## ADAMS & CO.

New Autumn Waists.



LADIES' SHIRT WAISTS (like illustration) in fine all-wood flannel, in red, navy, black and cadet blue, lined throughout; dress sleeves with ruffled cuffs, new back; front handsomely trimmed with braid..... **1.48**

LADIES' SHIRT WAISTS, in black moiré, lined throughout; new back; dress sleeves with ruffled cuffs; handsomely corded front..... **1.98**

LADIES' SHIRT WAISTS, in French flannel, in all the fashionable shades; lined throughout; new back; dress sleeves, with ruffled cuffs; brass buttons..... **2.75**

Prices Down in Stylish Autumn Silks.

27-inch BLACK SATIN DUCHESSE, rich black, soft and durable..... **At 79c., 98c. and 1.25**

23-inch BLACK GROS GRAIN and BLACK FAÏLLE FRANÇAISE, in a heavy raised cord..... **At a yd., 79c. and 89c**

BLACK SWISS TAFFETA, BLACK GROS GRAIN, BLACK SATIN DUCHESSE and BLACK TAFFETA, in all the latest shades, all very popular silk fabrics..... **Decided bargains at, a yd., 50c**

27-inch BLACK RUSTLING TAFFETAS, bright lustrous..... **At a yd., 69c., 79c. and..... 89c**

CRYSTAL CORD SILK, in White, Cream, Nile Blue, Pink, Lavender and Lemon..... **A great bargain at..... 69c**

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## ADAMS & CO. 6TH AVE. 21ST AND 22ND STS.

### Our Store News for This Week

contains a lot of brief but interesting fashion notes on Ladies' Trimmed and Untrimmed Hats, Gloves, Ladies' Suits and Jackets, the new Autumn Silks and Dress Goods, and important hints on the economical buying of Carpets, Lace Curtains, Portieres and Furniture, and some very decided bargains in Men's Furnishings and Ladies' and Children's Knit Underwear, etc., etc.

### Important Ladies' Trimmings



A new and select assortment of Ladies' Trimmings, Hats, Turbans, and Veils, for late Autumn wear, at a choice of several worth

DOWN TO **1.98**

Untrimmed fine French FELT HATS at **98c**

## ADAMS & CO.

Three pointers, with a dozen others equally good in

### Ladies' Gloves.

LADIES' GENUINE FRENCH REAL KID GLOVES, 2 c as p, in beautiful shades of tan, mode, English, red, etc., in fit, finish and quality equal to regular \$1.50 glove. A decided bargain at **90c a pr**

LADIES' 3 CLASP SUIT GLOVES in mode and tan, richly embroidered on back in red or tan. Value \$1.00 a pair, at..... **50c**

Ladies' Mocho GLOVES in tan, gray and black, beautiful quality and best value offered this season at anything like this price: the pair..... **1.15**

Trimmed and Untrimmed Hats.



Ladies' untrimmed velvet HATS, black and colors, in great variety, at

ONLY **4.98**

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